ARIZONA PARTNERSHIP FOR THE NEW ECONOMY

Ted Ferris
CO-CHAIR

Alan Hald
CO-CHAIR

The E-Government Edge
Summary

Co-Chairs: **The Honorable Betsey Bayless, Secretary of State**
Frank Fairbanks, City Manager, City of Phoenix

The Challenge
Citizens and business owners—having had increasing exposure to the offerings of the Internet and other digital tools such as wireless telephony—now expect the same immediacy from one of their most important and often challenging relationships—with their government. Governments—at the state and local levels—are racing to respond to citizens and business owners by adopting a whole range of e-commerce strategies. From Internet, web-based portals (the front-end electronic site) to digital kiosks in public buildings, governments at all levels are attempting to provide real-time interactive lines of communication.

Breakthrough Outcome
Build upon Arizona's role as a national leader in E-Government by using innovative tools to provide efficient and timely services to citizens and businesses on their terms.

Our Strategy
Arizona will be a national leader in E-Government services to citizens and business. Arizona is committed to developing easily accessible, seamless services that provide customer satisfaction as a top priority. This will be achieve through a single access point – the Arizona Portal, a commitment by state agencies to implement E-government solutions, and training and technical support for state and local agencies through an E-Government Institute. Arizona will measure and report progress toward these goals.

Key Implementation Requirements
- Create an E-Government Leadership Council through which state and local government officials and private sector leaders provide guidance to state and local efforts to implement E-Government solutions by:
  - Forming an E-Government Institute to function under the Leadership Council to provide technical assistance and support
  - Preparing an E-Government strategic roadmap for the State
- Support the on-going efforts by the government to create an Arizona Government Portal

Measures of Success
- Increased access to government services
- Creation of an E-Government Roadmap for the State
- Increased proficiency among all levels of government (state, county, municipal) in adapting operations to use technology and increased productivity as a result

DRAFT

ARIZONA PARTNERSHIP FOR THE NEW ECONOMY

TED FERRIS
CO-CHAIR

ALAN HALD
CO-CHAIR

The E-Government Edge
DRAFT ACTION PLAN
Version III, November 6, 2000

BREAKTHROUGH OUTCOME: Build upon Arizona's role as a national leader in E-Government by using innovative tools to provide efficient and timely services to citizens and businesses on their terms.

CORE STRATEGIES:

- *Total Customer Satisfaction:* Provide efficient and timely services to citizens and businesses on their terms. Take direction from customers regarding these services. Create the opportunity for every individual and corporate citizen to have a positive relationship with government.

- *Re-engineer Government Operations:* Re-engineer government to achieve virtual collaborative efforts, regardless of jurisdiction to focus on customers in a seamless way. Reduce administration costs as a result of providing services on-line

E-Government and the New Economy

Citizens and business owners have had increasing exposure to the offerings of the Internet and other digital tools such as wireless telephony. Now, they expect the same immediacy from one of their most important and often challenging relationships—interacting with their government. Governments—at the state and local levels—are racing to respond to citizens and business owners by adopting a whole range of E-commerce strategies. From Internet, web-based portals (the front-end electronic site) to digital kiosks in public buildings, governments at all levels are attempting to provide real-time interactive lines of communication.

The challenge for government is derived from two character traits of the New Economy—flexibility and speed. State and local governments now must provide more choices for citizen and business interactions. Government entities should work together to find ways to promote information on common services from a single source. Just as citizens can visit a "one-stop" site to access multiple shopping needs, they should have access to "one-stop" service from all branches and levels of government.

DRAFT

Government must be responsive to the citizens and businesses it serves. That responsiveness can either be an impediment to or a supporter of attracting industry and economic development. Lower taxes, abundant natural resources, and inexpensive labor are no longer as important in the decision to locate a business. The New Economy—and in turn the governmental services mindset to support or diminish the outcomes of the economy—requires a focus on lowering the transaction cost for doing business in a region as well as the perceived burdens placed upon citizens. Time is now the valued commodity.

DRAFT

A web survey of Arizona businesses and citizens conducted by the Arizona Partnership for the New Economy confirms a strong desire for E-government services. Sixty-five percent of 240 businesses surveyed and 72 percent of 300 citizens surveyed are currently using on-line services from state or city agencies. Frequent sites visited are vehicle registration, employment information, voter information, tax forms and local government web sites. The most useful service for both businesses and citizens is the ability to apply for a license or permit, online. Sixty–three percent of businesses in the survey and 57 percent of citizens rank this service as the most useful e-Government service.

To address these changes and demands, the E-Government Hot Team suggests the following implementation steps. The goal is to build upon the strengths of existing efforts and to ensure that Arizona maintains its position as a leader of E-Government in the New Economy.

Implementation Steps

The implementation will involve a policy statement in support of E-Government, the creation of an E-Government Leadership Council to promote E-Government solutions at the state and local levels, an E-Government Institute for training, and technical assistance and the development of a strategic roadmap to implement E-Government solution in Arizona.

The suggested policy statement would be a declaration by the Governor along the lines of the following: Arizona will be a national leader in providing E-Government services to citizens and business. Arizona is committed to its top priority of providing customer satisfaction through the development and implementation of easily accessible, seamless services. This will be achieved through a single access point – the Arizona Portal, a commitment by state agencies to implement E-government solutions and training and technical support for state and local agencies through an E-Government Institute. Arizona will measure and report progress toward these goals.

1. Leadership Council

Objectives:	Create an E-Government Leadership Council that would provide guidance to state and local efforts to implement E-Government solutions.
Possible Foundations upon which to build:	Government Information Technology Agency, Arizona League of Cities and Towns

State and local government officials and private sector leaders from existing organizations will serve on an E-Government Leadership Council that would provide guidance to state and local efforts to implement E-Government solutions. This Council will help guide the development of the Arizona Portal and the E-Government Institute. (The design and implementation of the Arizona Portal is already underway under the auspices of GITA).

The Leadership Council will develop a strategic road-map that will outline the path for implementing E-Government solutions that position Arizona as a national leader in E-Government. It will lead the effort to determine what Arizona citizens demand for total customer satisfaction. Existing organizations in each community can assist in gathering such data.

2. E-Government Institute

Objectives:	Create an E-Government Institute that will provide technical assistance and training and will share best practices among agencies
Possible Foundations upon which to build:	Government Information Technology Agency, Arizona League of Cities and Towns; local and state E-Government offices

A training and technical assistance initiative will share best practices with state and local agencies. The Institute will be a cooperative effort of state and local government and existing organizations already working toward such goals. It will work with the Arizona League of Cities and Towns to provide assistance to local governments across the state in identifying best practices and ways to re-engineer government to reduce administration costs and serve customers in a seamless way.

Measures of Success

Arizona currently ranks 13th in digital government according to the *State New Economy Index.* The goal is to position Arizona as one of the top 5 states in the next three years. Key measures of success include number of government transaction online, percentage of government agencies connected to the Internet and the percentage of citizens and businesses using e-government services.